

Take the Pulse of Healthcare Decision Makers

Give Your Messaging More Impact with MMIT's Custom Communication Program + Message Monitor



To get business results and assess the competitive landscape, your team needs to connect with the right healthcare decision makers (payers, IDNs, billers and coders) and make sure your message resonates with them. MMIT's **Custom Communication Program + Message Monitor** solution bundle can help.



Custom Communication Program

Our **Custom Communication Program** lets you create tailored emails sent from RJ Health, an MMIT company, directly to various healthcare organizations (payers, PBMs, specialty pharmacies, hospitals/IDNs, EMRs, and HCPs) informing them of upcoming updates to your brand.

With the Custom Communication Program...

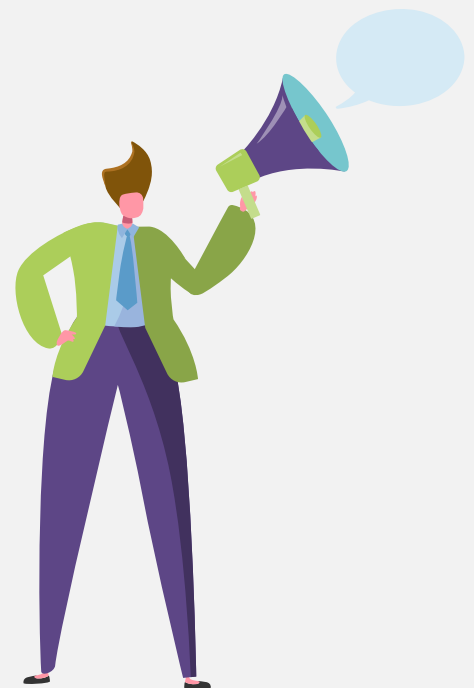
- ✓ Reduce denials through clear messaging on product pricing, coding, or reimbursement updates.
- ✓ Manage competitive pricing trends and how this intersects with product access in your landscape.
- ✓ Ensure timely and appropriate reimbursement for HCPCS and CPT coded products.

Message Monitor

Based on the nation's largest payer and IDN panel of decision makers who reveal their organization names, **Message Monitor** provides a "fly-on-the-wall" view of each visit between a pharma company and payer or IDN decision maker, producing actionable insights into competitor strategies and your message performance and brand perception.

Use Message Monitor to...

- ✓ Uncover payer/IDN perception during your drug's launch or a competitor's launch.
- ✓ Synthesize survey results to map to your key payer and IDN account targets.
- ✓ Leverage a network of hundreds of pharmacists, CMOs, contract managers and executives.
- ✓ Manage your access strategy across complex disease areas where standardization does not exist.



By bundling these solutions together, you can reach the right healthcare decision makers and measure brand performance to build a better access strategy.

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